



# AutoLoop Adds New Advanced Marketing Module to Industry-Leading CAR-Research XRM Platform

*AutoLoop Plans to Introduce Supercharged Email Marketing Solution at NADA 2016*

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[/EINPresswire.com/](http://EINPresswire.com/) -- Calling the latest development to its CAR-Research XRM



platform a “supercharged email marketing solution,” [AutoLoop, LLC](http://AutoLoop.LLC), the leading provider of auto industry marketing and customer relationship management solutions, announced today that it will introduce the all-new Advanced Marketing Module during the NADA Convention & Expo at the Las Vegas Convention Center from March 31 – April 3 at Booth #2957C.

The Advanced Marketing Module takes the customizable email communications and campaigns that already enrich XRM communications to yet another level, incorporating state-of-the-art technology to increase speed, efficiency—and ultimately, dealer revenue.

“XRM’s features are already some of the most robust on the market—and they completely integrate with business processes at every stage of the customer lifecycle,” said Graham Annett, AutoLoop Vice President of Marketing. “The recently enhanced marketing module, full integration with our Quote™ equity mining solution and proven-effective call center services have transformed XRM into much more than a CRM: essentially, you’re getting an all-in-one, single-source platform for sales and service profitability.”

The Advanced Marketing Module provides an expanded gallery of new, professionally designed templates that are programmed to display optimally on whatever device the customer is using: computer, tablet or phone. Greater in-depth tracking and reports deliver more effective—and more measurable—customer communications. Strengthened integration with Quote pinpoints, targets and engages a dealer’s best prospects even faster with its comprehensive in-drive equity mining. And available call center services increase the potency of marketing messages or other customer communications.

XRM is also totally integrated with the [AutoLoop Customer Engagement Suite](http://AutoLoop Customer Engagement Suite), the industry’s only true complete end-to-end single-vendor marketing and engagement solution for improving operations efficiency and driving dealer revenue. The Suite’s full product integration allows dealers to seamlessly access, manage and customize program modules, ensuring a streamlined workflow and eliminating the need for multiple products from various vendors.

NADA attendees can check out the new Advanced Marketing Module and experience the entire AutoLoop Engagement Suite firsthand by visiting Booth #2957C at the 2016 NADA Convention and

Exposition, March 31 – April 3, at the Las Vegas Convention Center. More information is also available by calling 877-850-2010 or visiting [AutoLoop.com](http://AutoLoop.com).

#### About CAR-Research/AutoLoop:

Since 1995, CAR-Research XRM has been innovating, automating and setting the standard for automotive dealership customer relationship management (CRM) systems. Voted “Top-Rated CRM” three consecutive years by Driving Sales, CAR-Research’s XRM platform enhances operations and improves customer retention by far exceeding the boundaries of traditional CRMs.

In 2014, CAR-Research was acquired by AutoLoop, forming the cornerstone for a more robust, all-encompassing marketing and communication platform. What started as a singular solution has grown into a comprehensive Customer Engagement Suite, boasting everything from CRM and automated messaging to equity mining, service scheduling and more.

For more than a decade now, AutoLoop has been the driving force behind successful automotive dealer engagement marketing, helping individual stores, large groups and OEM partners around the globe achieve overall success. With the addition of CAR-Research, AutoLoop stands as the industry’s first and only single-vendor, end-to-end marketing and engagement solution, delivering efficient results in a way that can’t be matched using products from multiple vendors.

#### [About AutoLoop:](#)

Since 2005, AutoLoop has helped automotive dealerships nationwide increase sales, improve client retention and achieve higher overall customer satisfaction ratings. With the AutoLoop Customer Engagement Suite—an all-encompassing platform that includes everything from CRM and automated messaging to equity mining, service scheduling and more—AutoLoop is the industry’s first and only single-vendor, end-to-end marketing and engagement solution. An Inc. 500 company with nearly 50 million names in its database and more than a billion individual communications initiated, AutoLoop is passionate about being America's best customer retention partner for progressive dealerships.

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